

Effective October 26, 2011

Rate Base – 17,000

Ad Rates quoted in gross dollars

Size	1x	3x	6x	9x	12x
Full Color:					
Full Page	5,055	4,800	4,550	4,295	4,045
Two Third Page	4,550	4,325	4,095	3,870	3,640
Half Page	3,285	3,120	2,955	2,790	2,630
Third Page	2,275	2,160	2,050	1,935	1,820
Sixth Page	1,265	1,200	1,140	1,075	1,010
Double Page Spread	9,605	9,125	8,645	8,165	7,685
1/2 DPS	6,240	5,930	5,615	5,305	4,992
Black and White:					
Full Page	3,795	3,605	3,415	3,225	3,035
Two Third Page	3,415	3,245	3,075	2,905	2,730
Half Page	2,465	2,340	2,220	2,095	1,970
Third Page	1,710	1,625	1,540	1,455	1,370
Sixth Page	950	905	855	810	760
Double Page Spread	7,210	6,850	6,490	6,130	5,770
Half Double Page Spread	4,685	4,450	4,215	3,980	3,750
Cover Positions:					
Second/Third	5,815	5,525	5,235	4,945	4,650
Fourth	6,320	6,005	5,690	5,370	5,055

NOTE: 15% surcharge for positioning guarantee

ADDITIONAL PUBLICATIONS AND SPONSORSHIP OPPORTUNITIES

Alberta Oil offers a range of special annual publications and events which offer advertisers interactive and high impact exposure. Ask your sales representative for more information.

ON-PAGE OPTIONS

Alberta Oil Advertorial: A full page, four color company profile, perfect for companies seeking to heighten their investment profile, introduce new products or services, or draw attention to achievements. An *Alberta Oil* Advertorial includes a 400-word article written by *Alberta Oil*'s staff, a color photograph, your corporate logo and address.

Rate: \$6,155 (net) Reprints available upon request.

Gatefold Covers: A triple page spread advertising opportunity; ideal for product introduction or rebranding messages.

Split Covers/French Doors/Reverse Gatefold: Grab reader attention with a double page spread ad positioned beneath the outside front cover.

Also ask about interior gatefolds; single or double wrap options available.

Rates: Quoted individually

INSERT OPTIONS

Inserts: Blow-ins, business reply cards, corporate brochures and full page size options are all available and offer a cost-efficient way for you to deliver your message to a targeted audience. Minimum quantity: 5,000. Specific geographic areas are available, ie: just Calgary or just Edmonton.

Rate: Quoted individually

Tip-on inserts: Removable or permanent tip-ons are available; perfect for sampling or unusually configured inserts.

Rate: Quoted individually

Belly Band: Wrap your message around the cover of the magazine. Only available with purchase of full page advertisement inside that issue.

Rate: Quoted individually

DIGITAL ADVERTISING SUBMISSION GUIDELINES

Only digital media conforming to Venture Publishing specifications can be accepted. These guidelines are for digital media submitted to Venture Publishing Inc. for publication. We cannot guarantee the correct print reproduction of digital media that does not conform to the following specifications and will return those files for correction with a report detailing problem areas.

Please submit your ad material through Venture Publishing's FTP site at http://www.advertisewithventure.com/ad_upload.php

With specific production questions, please email artdept@albertaventure.com

ONLINE OPTIONS

albertaoilmagazine.com places your online advertising in front of energy industry decision-makers from across the world.

Online and magazine advertising work together to create unparalleled engagement and awareness. Integrated media campaigns allow magazine and online advertising to be more engaging, trustworthy and motivational. This relationship allows albertaoilmagazine.com's advertisers to benefit from multi-faceted awareness and a highly-motivated audience of purchasers and decision-makers.

Your account executive can discuss our wide range of choices for online advertising, and how we can build an integrated print and online advertising package to meet your marketing needs.

Rates: Quoted individually

Contacts

Calgary Sales

T 403-228-4337 • F 403-217-6588

calgarysales@albertaoilmagazine.com

Edmonton Sales

T 780-990-0839 • F 780-452-7588

Toll-free: 1-866-227-4276

edmontonsales@albertaoilmagazine.com

Visit advertisewithventure.com for monthly updates on content, rates, advertising opportunities and sponsorship options

Alberta Oil offers you unique opportunities to gain additional exposure in innovative and cost-effective ways. Please inquire about how we can help your company stand out.

COMMISSION AND CASH DISCOUNTS

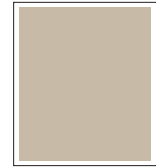
Agency commission of 15% to recognized agencies only. Overdue accounts are subject to interest at a rate of 2% per month after 30 days from date of invoice. All accounts are payable to the Edmonton office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.

CONTRACT REGULATIONS

1. The rates, terms and conditions on this card apply to all advertising contracts or insertion orders received by the publisher. If no contract is received, the advertisers will be billed at the single insertion rate.
2. Publisher reserves the right to increase advertising rates or change in-home date for any issue upon 30 days notice in writing before the insertion order closing date of the issue. All contracts and insertion orders are accepted subject to this reservation.
3. Contest advertising rules must be submitted before the advertisement is run.
4. Publisher reserves option to insert above or below any copy the words "Advertising Feature."
5. Publisher is not liable for printed quality of advertising if submission does not follow digital guidelines.
6. The publisher shall not be bound by any position requests unless guaranteed by a 15 % surcharge.
7. Mail order copy subject to publisher's acceptability standards. Business should be transacted from a Canadian address.
8. If complete copy is not furnished according to mechanical and deadline requirements, publisher can charge for extra production work required. An estimate of such extra charges will be furnished upon request.
9. Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and also responsibility for any claims arising therefrom against publisher.
10. Publisher is not bound by any conditions printed on advertisers' or advertising agencies' contracts or insertion orders when such conflict with policies covered by this rate card.
11. All advertising copy is subject to the approval of the publisher.
12. The publisher shall be under no liability for failure for any cause, to publish any advertisement.
13. The publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
14. All inserts and advertising must adhere to regulations as set down by Canada Post or/and Revenue Canada.
15. Inserts may be placed on partial page ads with no liability to the publisher.
16. Publisher cannot guarantee position of blow-in cards.
17. Publisher cannot guarantee specific geographic coverage for partial circulation inserts.
18. Publisher cannot guarantee positioning or carriage of insert if prior approval of insert is not solicited from publishing office.



Full Page
Trim Size: 9 x 10.75
Final Bleed Size: 9.5 x 11.25
Live area: 8.5 x 10.25



Full Page Island
Document Size: 8.125 x 10



1/2 Page Horizontal
Document Size: 8.125 x 4.875



1/2 Page Vertical
Document Size: 3.875 x 10



1/2 Page Mini
Document Size: 5.1875 x 7.25



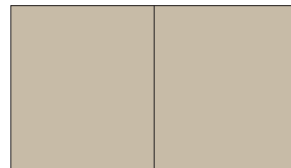
1/3 Page Horizontal
Document Size: 8.125 x 3.1675



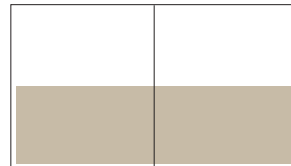
1/3 Page Vertical
Document Size: 2.625 x 10



1/3 Page Square
Document Size: 5.1875 x 4.875



Full Double Page Spread
Trim Size: 18 x 10.75
Final Bleed Size: 18.5 x 11.25
Live area: 17.5 x 10.25



1/2 DPS
Document Size: 17.125 x 4.875

